



**USDA Weekly Retail Turkey Feature Activity**

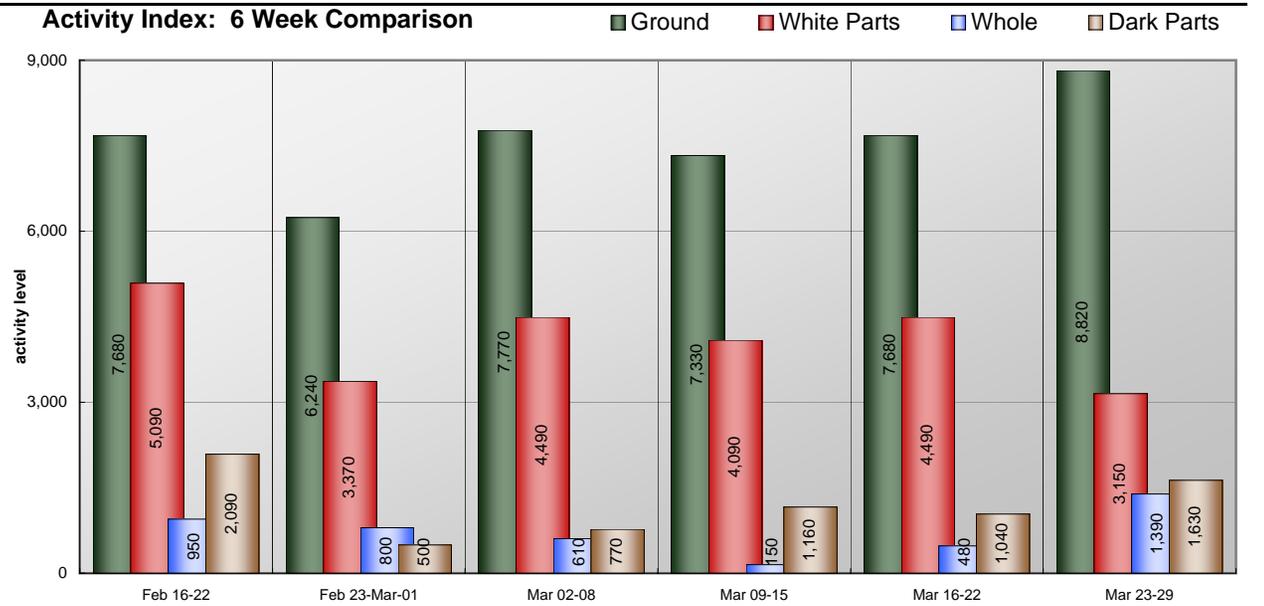
Fri. Mar 23, 2007

**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/23 thru 03/29.**

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

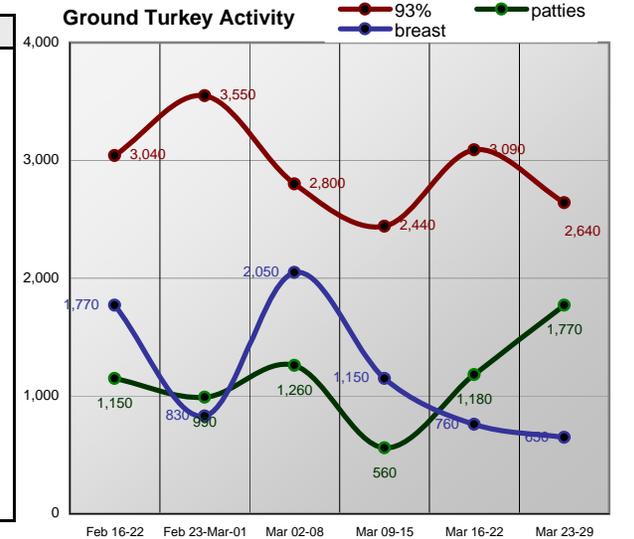
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate 1/</b>	46.1% of 17,000 outlets		45.9% of 17,000 outlets		50.2% of 17,000 outlets	
<b>Special Rate 4/</b>	7.2%		1.5%		7.2%	
<b>Activity Index 2/</b>	15,750		14,330		16,450	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	310	1.19	420	1.25	330	1.12
" - Toms	110	0.99	20	1.19	320	1.11
Frozen - Hens	440	0.84	10	0.58	30	0.86
" - Toms	530	0.87	30	0.89	30	0.86
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	220	1.08	730	1.91	560	1.87
Frozen	950	1.58	570	1.53	590	1.33
<b>Hotel Style</b>						
Fresh	300	1.06			70	1.05
Frozen						
<b>Split, bone-in</b>						
Fresh	110	2.26			50	1.99
Rotisserie	460	6.26	880	6.58	1,340	6.37
<b>Boneless, whole</b>	10	4.99	150	3.99	10	2.99
<b>Cutlets</b>	650	4.22	1,020	4.32	1,620	4.23
<b>Cutlets, thin sliced</b>	50	4.99	60	4.49	920	4.36
<b>Strips</b>			250	4.54		
<b>Tenders</b>	400	3.66	830	4.22	1,190	3.97
<b>Marinated Tenders</b>	750	3.85	450	4.15		
<b>Drumsticks</b>	620	1.29	520	1.38	340	0.99
<b>Thighs</b>	20	1.49			340	1.08
<b>Wings</b>	600	1.28	520	1.38	310	1.06
<b>Necks</b>	10	1.49			60	1.29
<b>Smoked Drumsticks</b>	20	1.79			60	1.44
<b>Smoked Wings</b>	190	1.26			20	0.99
<b>Smoked Necks</b>	170	1.29				
<b>GROUND TURKEY:</b>	<b>8,820</b>	<b>2.35</b>	<b>7,680</b>	<b>2.37</b>	<b>8,260</b>	<b>2.94</b>
Patties	1,770	2.56	1,180	2.43	1,180	2.77
Sausage	1,550	2.44	2,290	2.24	1,580	2.50
85% lean	2,210	1.78	360	1.64	640	1.72
93% lean	2,640	2.31	3,090	2.14	1,530	2.21
Breast	650	3.65	760	3.97	3,330	3.77
Rolls (frsh/frz 1 lb.)	10	1.98	190	1.25	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.



**Turkey Featuring - 03/23 thru 03/29**

Feature activity is higher this week with the increase in the Eastern and Central regions overriding a drop in the West. Whole bird offers are up from the prior week and prices are mixed. Fresh and frozen bone-in breasts features are slower, prices are lower on the limited fresh, slightly higher on frozen. White parts offers slipped from last week and prices were lower on most items. Offers of rotisserie breasts and cutlets fell while marinated tenders increased. Prices are lower on most white parts. Dark parts are more active with a greater variety of items offers. Ground turkey promotions are sharply higher and the weighted average price is lower, mostly due to strong offers of 85% lean. Promotions are showing more kosher items for Passover and an increase in Easter dinners.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)				CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)				WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)			
<b>Feature Rate 1/ Special Rate 4/ Activity Index 2/</b>	<b>43.7% of 7,900 sampled outlets 3.2% of stores w/ no-price promotions Activity Index = 7,170</b>				<b>43.2% of 5,200 sampled outlets 12.1% of stores w/ no-price promotions Activity Index = 3,790</b>				<b>54.6% of 3,900 sampled outlets 9.2% of stores w/ no-price promotions Activity Index = 4,780</b>			
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg				
<b>WHOLE BIRDS:</b>												
Fresh - Hens	0.99 - 1.29	310	1.19									
" - Toms	0.99	110	0.99									
Frozen - Hens	0.99	200	0.99	0.69 - 0.89	220	0.70	0.89	20	0.89			
" - Toms	0.99	200	0.99	0.69 - 0.99	310	0.79	0.89	20	0.89			
<b>PARTS:</b>												
<b>Breast:</b>												
<b>Bone-in, whole</b>												
Fresh	0.99 - 2.29	140	1.12	0.99	80	0.99						
Frozen	1.69 - 1.89	500	1.73	0.99 - 1.89	440	1.40	1.79	10	1.79			
<b>Hotel Style</b>												
Fresh	1.49	10	1.49	0.99 - 1.49	290	1.05						
Frozen												
<b>Split, bone-in</b>												
Fresh	1.99	50	1.99	2.49	60	2.49						
Rotisserie	3.50 - 8.99	250	5.67	3.50 - 6.99	70	4.93	7.99	140	7.99			
<b>Boneless, whole</b>												
Cutlets	2.99 - 3.99	370	3.97	4.54	140	4.54	4.54	140	4.54			
Cutlets, thin sliced	4.99	50	4.99									
<b>Strips</b>												
<b>Tenders</b>												
Marinated Tenders	3.73 - 3.99	750	3.85	3.99	140	3.99	2.92 - 3.99	260	3.48			
<b>Drumsticks</b>												
Drumsticks	1.19 - 1.49	150	1.21	1.18 - 1.49	80	1.28	1.29 - 1.39	390	1.33			
Thighs				1.49	20	1.49						
Wings	1.19 - 1.49	150	1.21	1.18 - 1.39	60	1.21	1.29 - 1.39	390	1.33			
Necks	1.49	10	1.49									
Smoked Drumsticks				1.79	20	1.79						
Smoked Wings	1.29	170	1.29	0.99	20	0.99						
Smoked Necks	1.29	170	1.29									
<b>GROUND TURKEY:</b>												
Patties	2.29 - 2.99	500	2.61	2.19 - 3.00	220	2.75	2.00 - 3.00	1,050	2.49			
Sausage	1.91 - 2.99	780	2.46	2.39 - 2.63	220	2.48	2.05 - 2.46	550	2.40			
85% lean	1.68 - 2.30	620	1.98	1.29 - 1.92	780	1.65	1.60 - 1.99	810	1.75			
93% lean	1.99 - 2.79	1,340	2.35	1.92 - 2.40	560	2.14	2.00 - 2.79	740	2.36			
Breast (99-100% lean)	3.07 - 3.84	330	3.83	3.33 - 3.99	60	3.46	2.92 - 3.99	260	3.48			
Rolls (frsh/frz 1 lb.)				1.98	10	1.98						